ALL-DAY PROTECTION

On Duty 24 Plus Roll-On Anti-Perspirant Deodorant 24-hour odor protection for the whole family. 2 fl. oz.

Avon Feelin' Fresh Roll-On Anti-Perspirant Deodorant With a fresh, clean scent. 2 fl. oz.

Cool Confidence Roll-On Anti-Perspirant Deodorant Gentle, lightly scented formula for today's active woman. 2 fl. oz.

~~$1.89~~ **$1.49** each

Now that you have shopped for cosmetics, jewelry and beauty items, be sure to shop in your separate Gifts & Collectibles Brochure.

AVON GUARANTEE

If for any reason whatsoever an Avon product is not found satisfactory, it will be cheerfully exchanged or the full purchase price will be immediately refunded upon its return to us or to your Representative.

President

NOW YOU MAY CHARGE IT. VISA MasterCard

Not applicable in Puerto Rico.

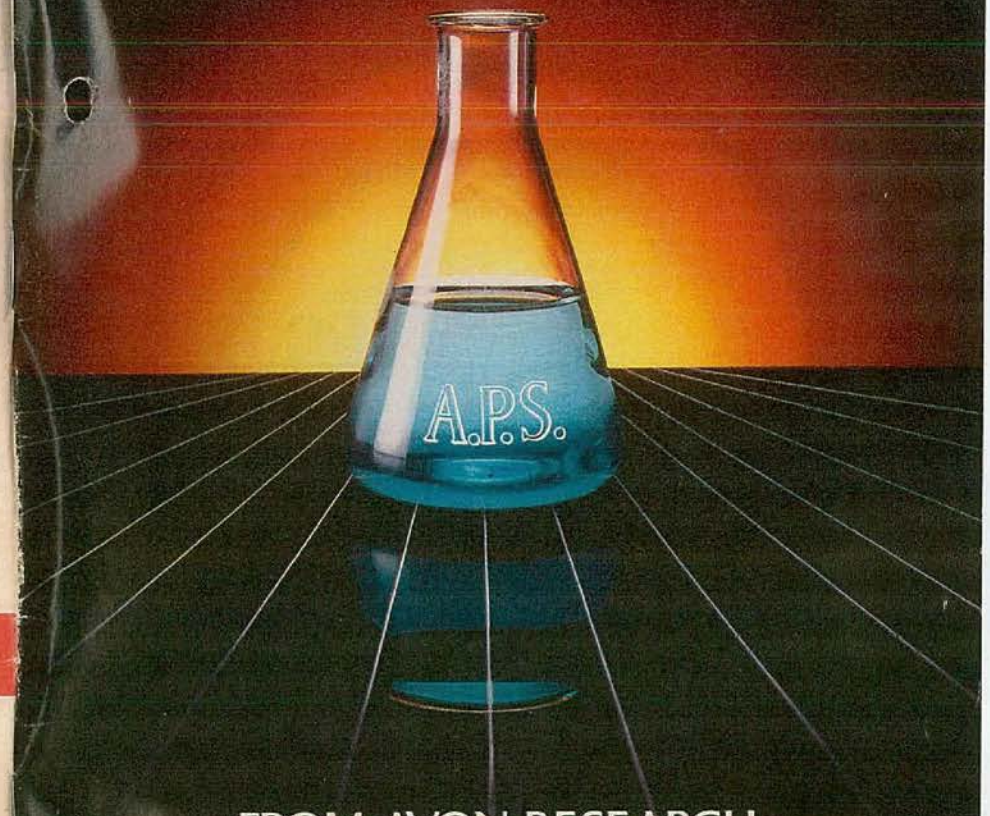
Name

Phone

Campaign 11 1985
AVON PRODUCTS, INC.

Suggested prices expire _____
CB-0298-1

AVON



FROM AVON RESEARCH

An advanced formula that probably makes your current moisturizer obsolete.

AVON-NY 051198
AV_PIPES_0062357

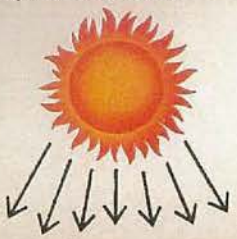
Avon announces a new generation of Solar Shield Protection against Premature Skin Aging.

Medical data now proves the sun's A and B ultraviolet rays cause more premature skin aging than any other single factor. "Broad spectrum protection for your skin is essential to prevent the harmful aging effects of A and B ultraviolet rays."

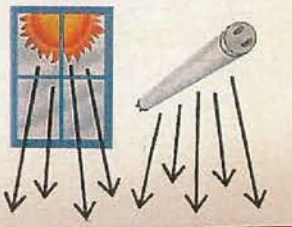
James J. Leyden

James J. Leyden, M.D.
Clinical Dermatologist and
Skin Care Consultant to Avon

ULTRAVIOLET B RAYS are the "burning" rays. You can see the damage they do to your skin virtually as it happens... in the redness and irritation that accompany even a slight sunburn.



ULTRAVIOLET A RAYS are present in daylight and fluorescent lamps. They can come through windows, clothing, too. And they penetrate skin deeply...causing damage which only shows up years later.



A.P.S. AGE PROTECTION SYSTEM.

NOW AVAILABLE IN OUR MAJOR MOISTURIZERS.

Every time you're in daylight, you're putting yourself at risk for premature skin aging.

FACT: Moisturizers with sunscreen have protected you from B rays. But probably you never had any protection from A ray damage. It's cumulative—eventually resulting in signs of premature aging: wrinkles, sags, age spots.

FACT: Because Age Protection System screens out 90% of the sun's aging rays, it is the most advanced, effective solar shield now known.

FACT: Every woman of every age, every skin type and color will find that her Avon moisturizer with A.P.S. helps keep her skin more resilient, healthier and younger-looking longer.

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AVON-NY 051199
AV_PIPES_0062358

For normal-to-dry skin

NURTURA

Rich European emollients provide 24-hour moisturization.

Nurtura Replenishing Cream with A.P.S. Laboratory tests prove it. This vital skin care formula can penetrate up to 20 cell layers of the skin. It offers super moisturization and now formulated with A.P.S.—a new generation of super protection from premature skin aging caused by ultraviolet rays. Regular use helps skin show fewer dry lines...and leaves skin looking younger longer. 2 oz. net wt. **Reg. $9.00**

Special $5.50 Save $3.50

NOW YOU MAY CHARGE IT.

VISA MasterCard

FREE 21 DAY SUPPLY

of Nurtura Replenishing Cream with A.P.S. (1 oz.) when you buy the new regular size. A $3.00 value.

AVON-NY 051200
AV_PIPES_0062359

Oily/troubled skin doesn't have to be dry skin, too.

INTRODUCING CLEARSKIN 2 OIL-FREE MOISTURE SUPPLEMENT

Proven anti-acne moisturizer for oily and oily/troubled skin.

- Especially formulated to moisturize *and* help fight acne.
- Makes taut, tight skin soft and supple by restoring its moisture balance.
- Contains Salicylic Acid, a proven acne fighter to help clear acne blemishes and control outbreaks.

This serious moisturizer is a white, lightweight lotion made to be oil-free and not clog pores. Apply a few drops and skin immediately feels softer with no greasy afterfeel. Wear alone or under makeup. Either way you have effective protection from sun damage with A.P.S. 2.25 fl. oz. **Reg. $7.50**

Special $4.50 Save $3.00

FREE 21 DAY SUPPLY

of Clearskin 2 Oil-Free Moisture Supplement (1 oz.) when you buy the new, regular size. A $3.00 value.

AVON-NY 051201
AV_PIPES_0062360

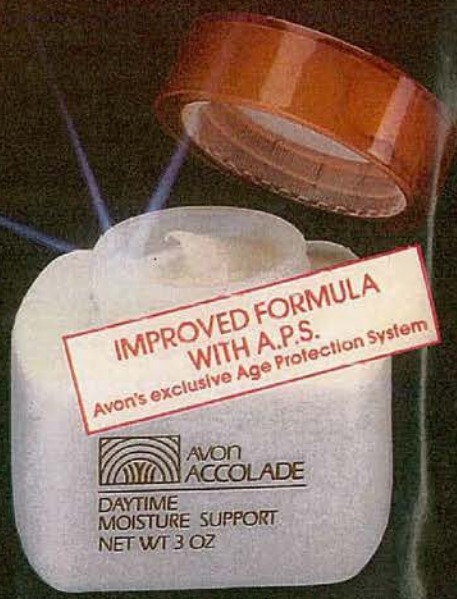
FOR VERY DRY, MATURING SKIN

ACCOLADE

Collagen-Elastin Complex locks in precious moisture.

Daytime Moisture Support with A.P.S. This exclusive complex of collagen/elastin-protein and moisturizers is even more effective with the advanced A.P.S. formula. It helps give all-day protection against dryness and premature skin aging. Leaves skin smoother, softer, more supple. 3 oz. net wt. **Reg. $11.50**

Special $8.00
Save $3.50



THE SURVIVAL SYSTEM FOR SENSITIVE SKIN

PURE CARE

Prevents sensitive skin reactions with a defensive barrier against harmful irritants.

Moisture Shield for Normal-to-Dry Sensitive Skin with A.P.S.—2 oz. net wt.

Moisture Shield for Oily Sensitive Skin with A.P.S.—2 fl. oz.

Curbs damaging sensitive skin reactions with a defensive barrier against potential irritants. Helps sensitive skin to be calmer, soothed, more resistant to aging signs. Contains the advanced solar shield protection of A.P.S. that guards sensitive skin from the sun's damaging A and B rays. **Reg. $11.00 each**

Special $8.50 each
Save $2.50

FREE 21 DAY SUPPLY

of Accolade Daytime Moisture Support with A.P.S. (1 oz.) when you buy the regular size. **A $3.00 value.**

of Pure Care Moisture Shield with A.P.S. (1 oz.) when you buy the regular size. **A $3.00 value.**

AVON-NY 051202
AV_PIPES_0062361

FOR VERY DRY, MATURING SKIN

ACCOLADE

CLEANSE

Complete Cleansing Complex Creamy texture lets you cleanse gently, deeply—without stretching or pulling skin. 3 oz. net wt. Reg. $10.50 **$5.25**

TONE

Facial Toning Rinse Removes all traces of impurities while the skin's precious oils remain undisturbed. 4 fl. oz. Reg. $10.50 **$5.25**

FOR SENSITIVE SKIN

PURE CARE

OILY SKIN

Gentle Oil-Clearing Cleanser Removes excess oils, dirt, surface debris without pulling. 4 fl. oz. Reg. $10.00 **$5.00**

Gentle Normalizing Toner Treats oily skin delicately. Removes last traces of dirt, cleanser. Tones and refines. 6 fl. oz. Reg. $10.00 **$5.00**

NORMAL-TO-DRY SKIN

Purifying Gentle Cleanser Lifts away soil, makeup, irritants without rubbing. Leaves skin soft—never taut or dry. 4 fl. oz. Reg. $10.00 **$5.00**

Gentle Normalizing Toner Contains no alcohol yet removes last traces of soil without irritation. Tones and refines. 6 fl. oz. Reg. $10.00 **$5.00**

50% OFF CLEANSERS AND TONERS

SAVE UP TO $5.25

AVON-NY 051203
AV_PIPES_0062362

FOR NORMAL-TO-DRY SKIN

NURTURA

CLEANSE

Creamy Wash-Off Cleanser Nondrying formula contains imported moisturizing oils that swiftly remove makeup and surface dirt. 4 oz. net wt. Reg. $8.00 **$4.00**

TONE

Replenishing Toner Gentle, active clarifier moisturizes with European oils as it tones. Contains sunscreen. 6 fl. oz. Reg. $8.00 **$4.00**

FOR OILY/TROUBLED SKIN

CLEARSKIN 2

CLEANSE

Antibacterial Cleansing Cake Rich lather removes excess dirt and oil. Leaves skin feeling radiantly clean. 3 oz. net wt. Reg. $2.00 **$1.00**

Antibacterial Cleansing Scrub Special cleansing grains remove embedded dirt and dry surface skin. Leaves skin smoother. 2.5 oz. net wt. Reg. $4.25 **$2.12**

Antibacterial Astringent Cleansing Lotion Use between washings to freshen skin. Thoroughly removes makeup, dirt and oil. 8 fl. oz. Reg. $4.75 **$2.37**

50% OFF CLEANSERS AND TONERS

SAVE UP TO $4.00

AVON-NY 051204
AV_PIPES_0062363

See Catalog Color Chart for color accuracy.

Colors that help nails grow longer and stronger in just 21 days.

Ultra Touch Color Guard Nail Enamel
The prettiest way to help your nails grow up to 3 times longer than untreated nails. Remarkable cremes and frosts reduce cracking, splitting, breaking by up to 40%. 14 sensational shades, all with long-lasting shine.
.5 fl. oz. Reg. $4.00

SPECIAL
$1.59 each
Save $2.41

Fabulous Manicure Case just $1.99 (an $8.00 value) when you buy any 5 Ultra Touch products.
See pages 18-19.

AVON-NY 051205
AV_PIPES_0062364

Protective care makes growing nails look terrific.

Ultra Touch Nail Fortifier Fibers and protein derivative give nails extra strength. .5 fl. oz. Reg. $2.75 **$1.59**

Ultra Touch Ridge-Filling Base Coat Evens out ridges so polish goes on smoothly. Improves enamel color and lustre. .5 fl. oz. Reg. $2.75 **$1.59**

Ultra Touch Color Guard Nail Enamel Helps nails grow longer and stronger in just 21 days! See pages 14–15 for shade selection. .5 fl. oz. Reg. $4.00 **$1.59**

Ultra Touch 2-in-1 Nail Strengthener & Topcoat Strengthens nails and seals enamel with a crystal clear shine. Silicone-enriched. .5 fl. oz. Reg. $2.75 **$1.59**

Ultra Touch Quick Nail Dry Sets enamel fast—in 60 seconds. .5 fl. oz. Reg. $2.75 **$1.59**

SPECIALS

Save up to $2.41

Fabulous Manicure Case just $1.99 (an $8.00 value) when you buy any 5 Ultra Touch products. See pages 18–19.

AVON-NY 051206
AV_PIPES_0062365

Buy any five
Ultra Touch products (pgs.14-17)

GET THIS FABULOUS MANICURE CASE FOR JUST $1.99

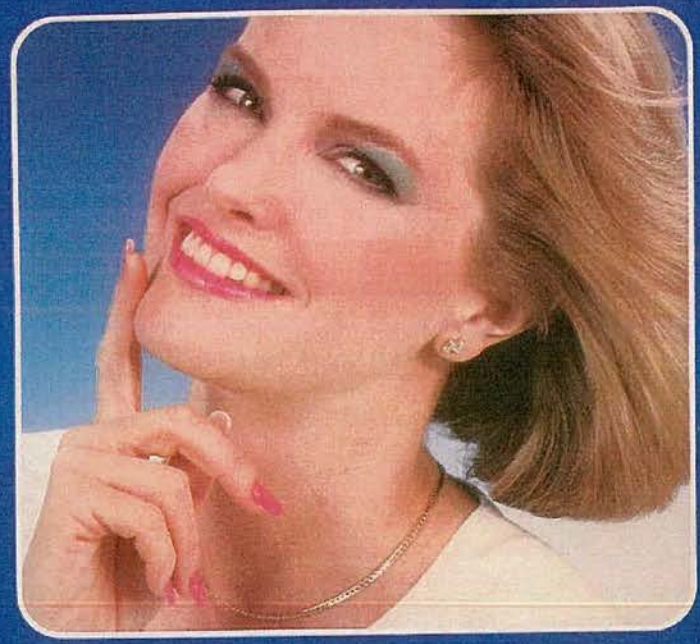
An $8.00 Suggested Retail Value

Ultra Touch Nail Care Kit
This exclusive Avon design has it all: great looks—a cut-out handle—inside pockets galore—and a special tray that keeps 5 bottles upright. Covered with high fashion fabric. Lined with water-resistant vinyl. 6½" x 9¼".

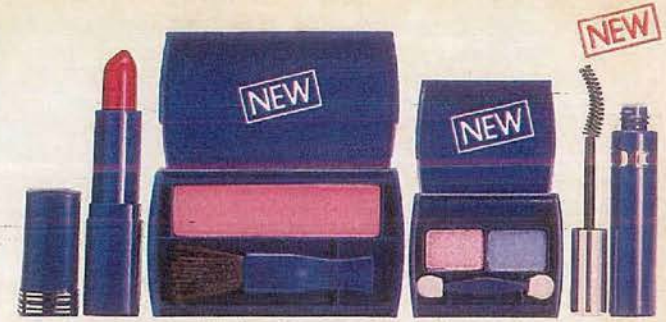
Products shown not included.
Not available in Puerto Rico.

AVON-NY 051207
AV_PIPES_0062366

THE LUSCIOUS LOOK OF MAKEUP DRENCHED IN MOISTURIZERS



FOR THE COLORCREME WOMAN



18 Incredibly Shiny Shades of Matching Lipstick and Nail Enamel.

LIPS & NAILS	LIPS & NAILS	EYE SHADOW DUET
Fresh Raspberry ▲	Enchanting Ruby ▲	Sunlit Beige ▲ / Spiced Cinnamon ▲
Bashful Plum	Daring Peach	Mediterranean Blue ▲ / Pink Satin ▲
Malted Milk ▲	Rich Spice ▲	Mulberry ▲ / Mauve Lights ▲
Apricot Nut ▲	Daisy Pink ▲	Golden Sand ▲ / Nile Green ▲
Different Apple	Hearts of Pink	Roseberry ▲ / Starry Silver ▲
Flirty Rose	Champagne Mauve ▲	**POWDER BLUSH**
Ca[illegible]tion Kis[illegible]	NEW Fragile Peach	Hint of Pink ▲
Winning Ruby	NEW Porcelain Pink	Modest Peach ▲
Brick Brown ▲	NEW Pale Lilac ▲	Rose Blossoms ▲
		Spiced Raisin ▲
		Plumberry

NEW Avon Colorcreme Extra Shiny Nail Enamel Special conditioners help nails become more resilient, less fragile. .5 fl. oz. Reg. $4.00 $2.49

Avon Colorcreme Extra Moist 'N Shiny Lipstick Gleaming color enriched with moisturizers and sunscreen. .13 oz. net wt. Reg. $4.00 $2.49

NEW Avon Colorcreme Moisture Powder Blush New moisture-rich formula adds lasting, natural-looking color to cheeks. .15 oz. net wt. Reg. $6.00 $3.99

NEW Avon Colorcreme Moisture Powder Eye Shadow Duet Brand new, brimming with moisture. Pair of crease-resistant colors to highlight and contour. .06 oz. net wt. Reg. $6.00 $3.99

NEW Avon Colorcreme Conditioning Mascara Makes lashes look lush; won't clump. Shades: Brown/Black or Black. .20 oz. net wt. Reg. $4.50 $2.99

SPECIALS

Save up to $2.01

▲ FROSTS

AVON-NY 051208
AV_PIPES_0062367

COORDINATES:

We match them up so you don't have to.

EYE SHADOW

Lively Lavender	Positively Pewter ▲
Whispering Blue	Sparkling White ▲
Budding Rose ▲	Breathless Pink
Breezy Turquoise	Crystal Topaz ▲

HIGHLIGHT'N SHADOW

Tawny Lights ▲	Hazelnut Brown
Cornflower Lights ▲	Midnight Blue
Heather Lights ▲	Mulled Wine
Rose Lights ▲	Bronze Berry ▲

POWDER BLUSH

Moonlit Pink	Bold Fuchsia ▲
Sunkissed Peach	Windblown Rose ▲
Terra Cotta	Rainfresh Berry ▲
Sundrenched Apricot ▲	

▲ FROSTS

Smooth Touch Powder Eye Shadow Creamy powder strokes on quickly, evenly. .06 oz. net wt.
Reg. $4.50 **$2.49**

Highlight 'N Shadow Powders Light frost and deep velvet colors in one compact. .06 oz. net wt.
Reg. $5.50 **$3.49**

Puff-On Powder Blush Sheer, natural-looking color. .06 oz. net wt.
Reg. $5.50 **$2.99**

Full Color Lipstick Cremes that gleam... frosts that glimmer. .13 oz. net wt.
Reg. $3.50 **$1.99**

Quick Dry Nail Enamel Quick-drying. Chip-resistant. .5 fl. oz. Reg. $3.50 **$1.99**

Brush-On Mascara Smudgeproof, water-resistant. Curls without "clumping." Brown/Black, Black, Blue. .15 oz. net wt. Reg. $4.00 **$1.99**

SPECIALS

Save up to $2.51

See Catalog Color Chart for complete shade selection and color accuracy.

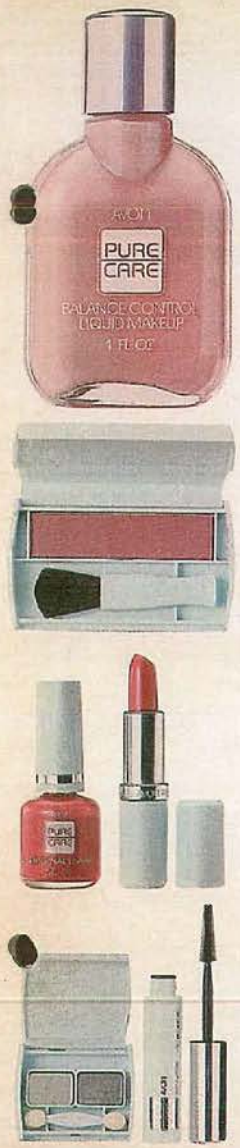
AVON-NY 051209
AV_PIPES_0062368

GENTLE MAKEUP THAT MAKES SKIN LOOK GORGEOUS

•Non-allergenic* •Non-irritating
•100% fragrance free •Dermatologist tested

FOR THE PURE CARE WOMAN

* Formulated and extensively tested to ensure that the incidence of an allergic sensitive skin reaction will be extremely rare.



FOUNDATION SHADES

Porcelain Beige	Shellpink Beige
Almond Beige	Blush Beige
Honey Beige	Rosetint Beige
Spiced Amber	Toasted Tan
Rich Amber	Golden Bronze
Rich Copper	Rich Mahogany

BLUSH

Soft Cashmere▲	Delicate Peach▲
Gentle Plum▲	Pure Pink▲

NAIL ENAMEL	LIPSTICK
Natural Pink	Natural Pink
Tender Peach▲	Tender Peach▲
Fresh Tangerine	Fresh Tangerine
Pure Honey	Pure Honey
Sweet Cherry▲	Sweet Cherry▲
Sweet Strawberry	Sweet Strawberry
Delicate Apple▲	Delicate Apple▲
Hushed Violet	Hushed Violet

EYE SHADOW DUO

Skymist▲	Slate Blue
Seamist▲	Moss Green
Lavendermist▲	Deep Heather
Sunmist▲	Cinnamon
Honeymist▲	Chestnut

▲FROSTS

Balance Control Liquid Makeup Fine-textured foundation with sunscreen. Moisturizes and controls oil breakthrough. 1 fl. oz.
Reg. $7.00 SPECIAL $4.75

Buy $5.00 worth of Pure Care makeup, get Liquid Makeup for ONLY $2.50

Gentle Powder Blush So light-textured, all you see is the healthy glow. .15 oz. net wt.
Reg. $7.00 $5.00

Gentle Nail Enamel Special formula reduces potential for sensitivity. Helps prevent chipping, peeling. .5 fl. oz.
Reg. $4.50 $2.50

Gentle Lipstick Softens and protects lips with long-lasting moisturizers and sunscreen. .13 oz. net wt.
Reg. $4.50 $2.75

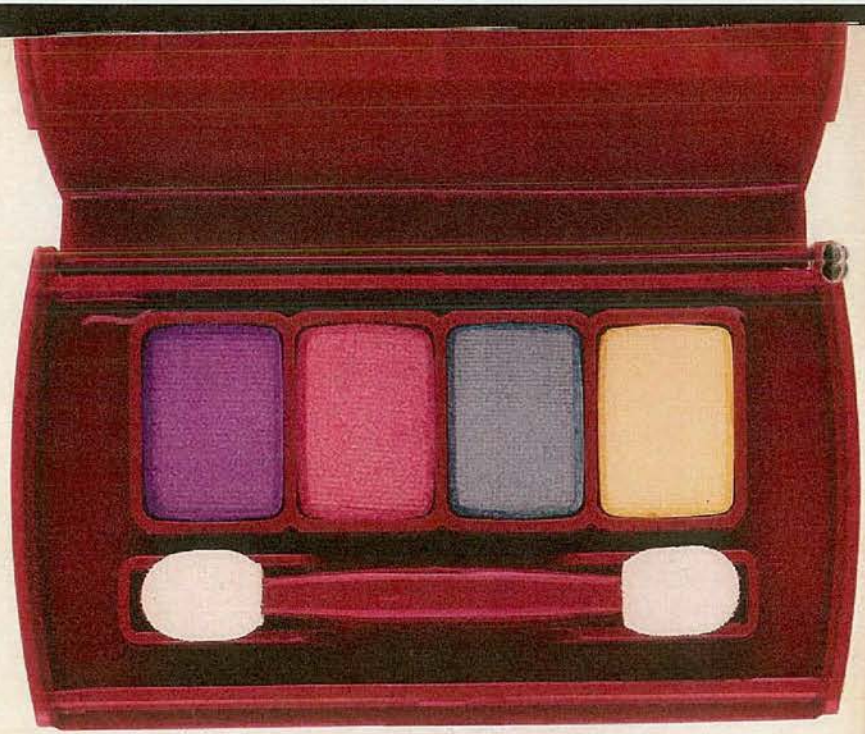
Gentle Powder Eye Shadow Duo Protective, translucent color that lasts and lasts. .06 oz. total net wt.
Reg. $6.00 $4.00

Gentle Mascara Non-irritating formula conditions lashes with smudge-resistant color. Shades: Black Ebony, Brown Sable. .25 oz. net wt.
Reg. $5.50 $3.75

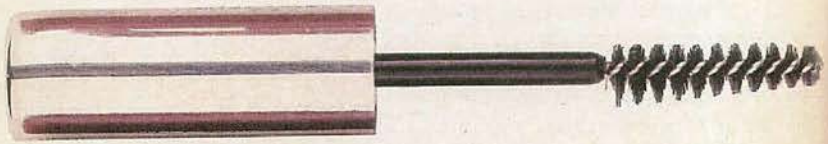
SPECIALS

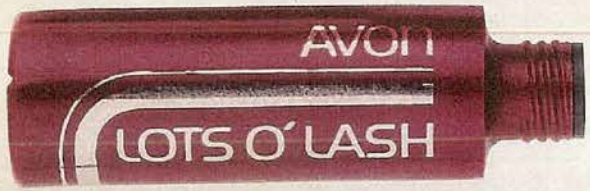
See Catalog Color Chart and Perfect Foundation Selector for color accuracy.

AVON-NY 051210
AV_PIPES_0062369



FIREBIRD SILKS





LONG-LASTING BEAUTY FOR THE LONGEST DAYS OF THE YEAR.

ULTRA WEAR 12-HOUR EYE SHADOW BOUTIQUE

FIREBIRD SILKS

Oriental Gold▲	Peacock Blue▲	Empress Rose▲	Treasured Violet▲

INDIAN SUNSET

Lapis Blue	Spiced Sand▲	Silvery Coal▲	Sweet Violets

SOFT ROMANTICS

Baby Blue	Lake Blue▲	Fire Plum▲	Desert Rose

LANDSCAPES

Champagne Bubbles	Scarlet Wine▲	Earthy Green▲	Tiger's Eye

▲FROSTS

Ultra Wear 12-Hour Eye Shadow Boutique Long-wearing, waterproof, crease-resistant up to 12 hours. 4 fashion shades to a case. .12 oz. total net wt. Reg. $8.00
SPECIAL $5.99 Save $2.01

Avon Lots O'Lash Mascara Smudgeproof, flakeproof formula with sealer for long-lasting wear. Shades: Black, Brown/Black. .33 oz. net wt. Reg. $5.00
SPECIAL $2.99 Save $2.01

BOTH FOR $8.00

Now you may charge it with Visa or MasterCard.

See Catalog Color Chart for color accuracy.

AVON-NY 051211
AV_PIPES_0062370

Moist Color!

SLICK TINT FOR LIPS

The fastest way to give your lips the full beauty treatment! Colors like lipstick. Shines like lip gloss. Softens and smooths with a creamy-rich formula that's 90% moisturizers. .15 oz. net wt. Reg. $3.00

See Catalog Color Chart for color accuracy.

Sweet Taste!

FLAVOR SAVERS LIP GLOSS WITH SUNSCREEN

Delicious lip protection for sunny days. Contains moisturizers and sunscreen. Comes in six yummy noncoloring flavors: Buttercrunch, Cinnamon Spice, Grape, Strawberry, Bubble Gum, Cherry. .15 oz. net wt. Reg. $2.00

LUSCIOUS TREATS FOR LIPS...ONLY 99¢ EACH

Save up to $2.01

AVON-NY 051212
AV_PIPES_0062371

ACCOLADE

The Collagen/Elastin-Protein is Perfect for Maturing Skin.

VERY EMOLLIENT LIPSTICK SHADES

Misty Pink	Moist Coral	Ripe Peach
Juicy Berry	Dewy Wine	Fresh Cinnamon

Very Emollient Lipstick Moisture-rich formula resists feathering, gives lips a perfect outline and lasting color. .13 oz. net wt. Reg. $5.00 **$2.50**

SOFT ACCENT BLUSH SHADES

Soft Pink ▲	Soft Peach ▲	Soft Wine ▲

Soft Accent Blush Pure moisturizing color helps skin look fresh, glowing. .22 oz. net wt. Reg. $5.50 **$2.75**

POWDER EYE SHADOW SHADES

Rich Wine ▲	Rich Blue ▲	Rich Slate ▲
Rich Russet ▲	Rich Brown ▲	Rich Beige ▲

Enriched Powder Eye Shadow Velvety color with a bit of glimmer. Helps eyelids appear lineless. .10 oz. net wt. Reg. $5.50 **$2.75**

NOURISHING FOUNDATION SHADES

Creamy Ivory	Creamy Beige
Creamy Bisque	Creamy Tan

▲ FROSTS

Nourishing Foundation Creamy liquid with moisturizers helps minimize fine lines. Contains sunscreen. 1.5 fl. oz. Reg. $6.50 **$3.25**

ALL HALF PRICE

Save up to $3.25

AVON PIZZAZZ Fresh Oil-Free* Colors for Young Skin.

FOUNDATION

Just Right Ivory	Just Right Light Beige	Just Right Beige
Just Right Chestnut	Just Right Bronze	Just Right Mahogany

Oil-Inhibiting Foundation Helps absorb and control oil breakthrough up to 6 hours. Sheer, natural shades. 1 fl. oz. Reg. $6.00 **$3.99**

POWDER BLUSH

Oh! Rose	Peach Perfect	Winederful

Oil-Inhibiting Blush Color true powder stays fresh looking for at least 6 hours. .25 oz. net wt. Reg. $6.00 **$3.99**

LIPTINT

Purr-fect Pink	Razz-Berry	Hot Tomato
Roses Are Rose	Plum Pretty	Fudge

Shine-Up Lip Tint Glossy, see-through color in a flip-top case. .13 oz. net wt. Reg. $4.50 **$2.99**

MASCARA

Really Black	Blackish Brown	Victorian Violet

Super-Long Smudgeproof Mascara Conditions as it builds full, fat lashes. Shades: Really Black, Blackish Brown, Victorian Violet. .25 oz. net wt. Reg. $4.50 **$2.99**

EYE SHADOW

Out-O-The-Blue ▲	Bunch-O-Violets ▲	Mauvelous ▲
Bean Green ▲	Cherry Pepper ▲	Merry-Gold ▲

Stay-Put Eye Shadow Fresh-looking color resists creasing, caking and fading. .075 oz. net wt. Reg. $4.50 **$2.99**

SPECIALS Save up to $2.01

▲ FROSTS ★ Contains no animal, vegetable or mineral oil.
See Catalog Color Chart and Perfect Foundation Selector for Color Accuracy.

AVON-NY 051213
AV_PIPES_0062372

Fashion: Tahari Hat: Patricia Underwood

All dimensions given in this Brochure are approximate. Not all jewelry shown actual size.

NEW SOFT, NATURAL COLORS OF SANDY BEACHES

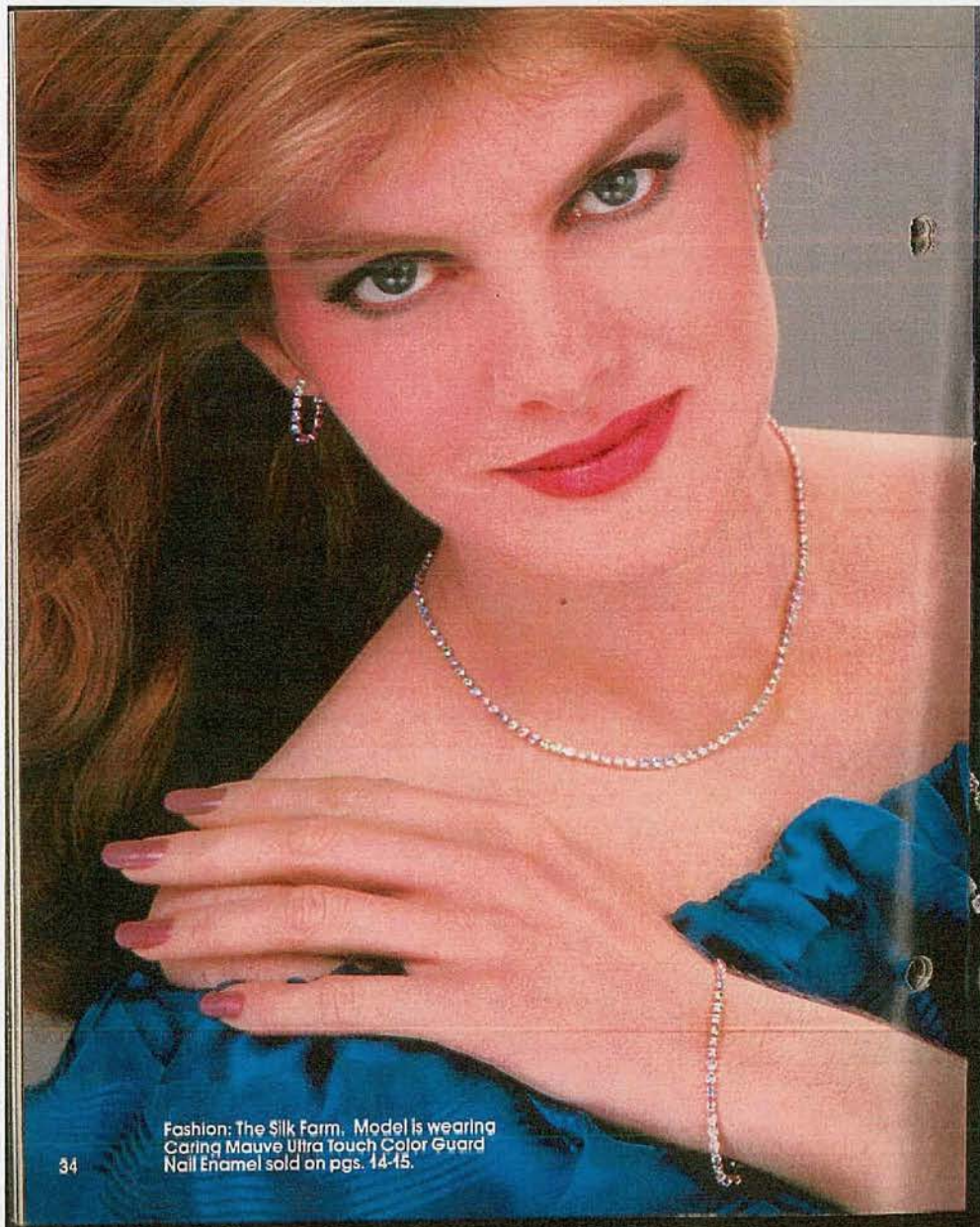
SUMMER SANDS COLLECTION

Necklace The sensational new look of ribbed plastic beads in soft neutral colors. Choose all white or graduated shades of tan. S, 16", L, 18".
Reg. $16.00
SPECIAL $12.99 each
Save $3.01

Earrings One perfectly stylish bead for each ear. Choose white or light tan ribbed plastic. Clip or pierced with surgical steel posts. ¾" square bead.
Reg. $9.00
SPECIAL $6.99 each pair
Save $2.01

BOTH FOR $15.99

AVON-NY 051214
AV_PIPES_0062373



Fashion: The Silk Farm. Model is wearing Caring Mauve Ultra Touch Color Guard Nail Enamel sold on pgs. 14-15.

THE FABULOUSLY RICH LOOK OF GEMSTONES.

NEW Brilliant Dazzler Earrings

Austrian lead crystal. Choose clear set in silvertone or multicolored set in goldtone. 1" long. Pierced only, with surgical steel posts. **Reg. $11.00**

SPECIAL $8.99 each pair Save $2.01

NEW Brilliant Dazzler Necklace

Sparkling chain of Austrian lead crystal. Choose clear crystals set in silvertone or multicolored crystals set in goldtone. Small, 16"; Large, 18". **Reg. $24.00**

SPECIAL $19.99 each Save $4.01

NEW Brilliant Dazzler Bracelet

Austrian lead crystals in choice of clear set in silvertone or multicolored set in goldtone. Small, 6½"; Large, 7½". **Reg. $12.00**

SPECIAL $9.99 each Save $2.01

AVON-NY 051215

AV_PIPES_0062374

A. **Textured Knot Earrings** Goldtone. Clip or pierced. ½" long. **Reg. $7.00** $5.99

B. **Avon Golden Pinwheel Earrings & Button Covers Set** Goldtone with simulated pearls for ears. ⅜" diam. Pierced only. Goldtone swirls, ⅝" diam., for buttons. **Reg. $12.00** $9.99 the set

C. **Sailor's Knot Bracelet** Goldtone or silvertone. S, 6½"; L, 7⅛". **Reg. $9.00** $6.99 each

D. **Polished Strands Wristchain** Goldtone or silvertone. S, 6½"; M, 7⅛"; L, 7¾". **Reg. $9.00** $6.99 each

FLORENTINE COLLECTION Goldtone or silvertone.

E. **Chain Bracelet** S, 6½"; M, 7⅛"; L, 7¾". **Reg. $11.00** $8.99 each

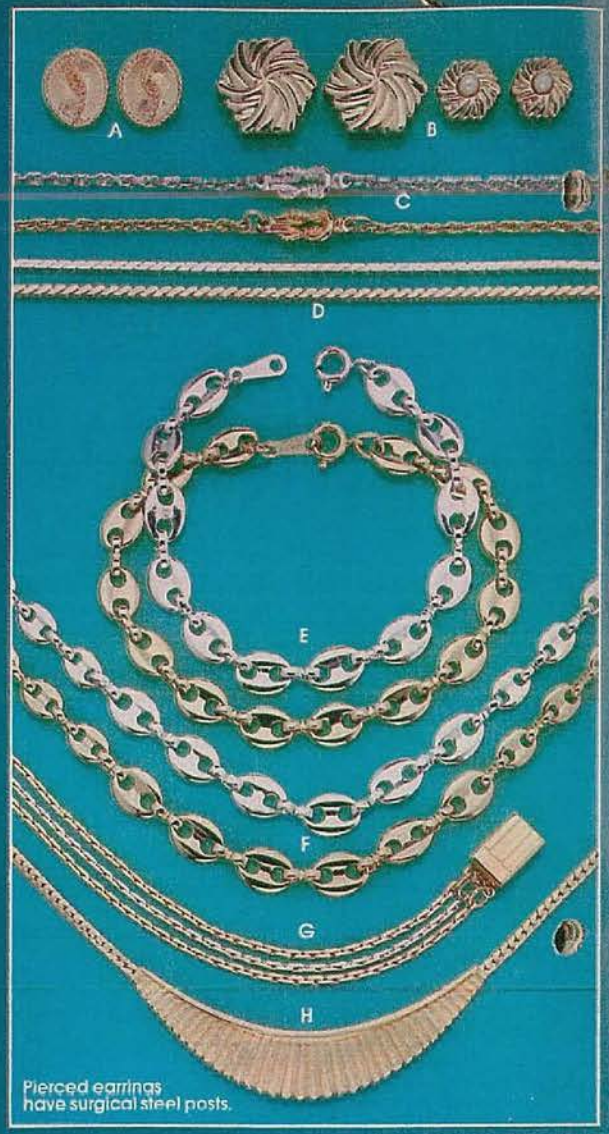
F. **Chain Necklace** S, 16"; M, 18"; L, 20". **Reg. $16.00** $12.99 each

G. **Multi-Strand Convertible Necklace/Bracelet** Silvertone and goldtone chains to wear as one long necklace or, detached, as choker and bracelet. S, 21¾"; L, 24½". **Reg. $25.00** $17.99 the set

H. **Avon Pleated Crescent Necklace** 2¼" wide, on a chain. Goldtone. S, 15"; L, 17". **Reg. $16.00** $12.99

SPECIALS

Save up to $7.01



Pierced earrings have surgical steel posts.

MODERN CLASSICS look so sleek, so summery.

Dress: Morton Myles

NEW SEA SWIRLS COLLECTION

Earrings Graceful sea shells of white plastic with goldtone trim. ⅝" long. Clip or pierced. **Reg. $10.00** $7.99

Lariat Finely fluted shell glides up and down the chain for utmost fashion versatility. White plastic with goldtone, 1" long. Goldtone chain, 26" long. **Reg. $16.00** $12.99

SPECIALS

Save up to $3.01

AVON-NY 051216
AV_PIPES_0062375

A. **Glowing Sparkles Ring** Two simulated fiery opals with two Austrian lead crystal accents set in goldtone. Sizes: 5,6,7,8,9. **Reg. $19.00** $14.99

B. **Timeless Band Ring** Goldtone with simulated rubies or silvertone with simulated sapphires. Sizes: 5,6,7,8,9. **Reg. $18.00** $14.99

AQUA FILIGREE COLLECTION Simulated aqua stone sparkles through intricate silvertone filigree.

C. **Earrings** ½" diam. Clip or pierced. **Reg. $14.00** $10.99

D. **Pendant,** ½" diam., on a silvertone chain. S, 16"; L, 18". **Reg. $16.00** $12.99

SWEEPING SPARKLE COLLECTION Gleaming goldtone accented by rhinestones.

E. **Earrings** ⅜" wide. Pierced only. **Reg. $9.00** $6.99

F. **Necklace** Pendant, 1⅛" wide. S, 16"; L, 18". **Reg. $12.00** $9.99

AVON PAVÉ COLLECTION Glamorous goldtone with pavé-set rhinestones.

G. **Pendant** ½" wide, S, 16"; L, 18". **Reg. $18.00** $14.99

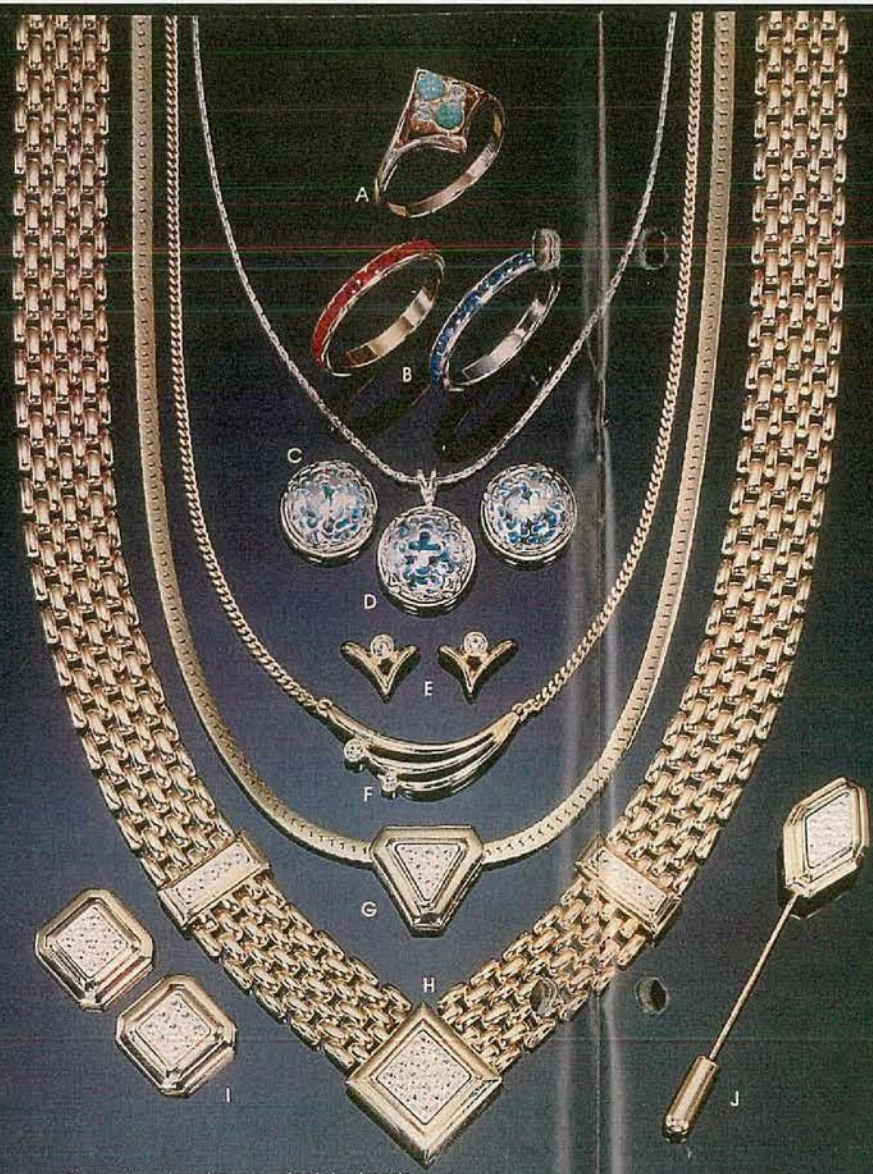
H. **Necklace** S, 16"; L, 18". **Reg. $50.00** $39.99

I. **Earrings** ½" wide. Clip or pierced. **Reg. $16.00** $12.99

J. **Stick Pin** 2¼" long. **Reg. $11.00** $8.99

SPECIALS

Save up to $10.01



Pierced earrings have surgical steel posts.

COOL SPARKLES

look so real, so refreshing

NEW Blue Elegance Ring

One splendid simulated sapphire with rhinestone accents. The setting is silvertone. The look is elegant! Sizes: 5,6,7,8,9,10. **Reg. $19.00**

SPECIAL $14.99

Save $4.01

AVON-NY 051217

AV_PIPES_0062376

A. **Avon Crystal Impressions Earrings** Goldtone diamond-shaped stud can be worn alone or with add-on frosted drop. Crystal Frost or Soft Lilac. Plastic. ¾" long. Pierced only. $7.99 each pair
Reg. $10.00

B. **Avon Crystal Impressions Choker** Clear and frosted geometric beads in muted crystal tones. Plastic, with goldtone bead accents. Crystal Frost or Soft Lilac. Small, 17"; Large, 19". $14.99 each
Reg. $19.00

C. **Simulated Diamond Accent Bracelet** Austrian lead crystals joined by a delicate goldtone chain. A light and sparkling look you'll want to wear day in, day out—all summer long. Small, 6½"; Medium, 7⅛"; Large, 7¾". $6.99
Reg. $9.00

D. **Avon Romantic Facets Necklace** Classic faceted heart with the look of real crystal. For fashion's sake, it dangles from a stylish goldtone bow and chain. Heart, 1⅛" long, comes in clear, rose or aqua. Small, 18"; Large, 20". $12.99 each
Reg. $16.00

SPECIALS
Save up to $4.01

NOW YOU MAY CHARGE IT

Pierced earrings have surgical steel posts.

PRECIOUS PASTELS
look so right with light fashions.

DELICATE HUES COLLECTION
The look of real gemstones in sparkling shades of diamond, light sapphire, light amethyst.

Stackable Ring Single baguette in graceful goldtone setting. Wear one, two, three at once. Sizes: 5,6,7,8,9. $9.99 each
Reg. $12.00

NEW Necklace All 3 baguettes with goldtone setting and goldtone chain. Pendant, ½" wide. S, 16"; L, 18". $11.99
Reg. $15.00

NEW Earrings Paired baguettes in each color, ¼" long. Pierced only. $7.99 each pair
Reg. $10.00

SPECIALS
Save up to $3.01

AVON-NY 051218
AV_PIPES_0062377

THE LOOK OF REAL DIAMONDS IN A SPARKLY INITIAL RING.

Simulated Diamond Initial Ring
The very image of the 14k gold and diamond version. Five sparkling rhinestones delicately set in goldtone. All 26 initials available.
Sizes: 5,6,7,8,9. **Reg. $21.00**

BACK TO INTRODUCTORY SPECIAL $14.99 each
Save $6.01

GOLDEN FLOWERS
with two fashion looks

NEW
Golden Flowers Convertible Earrings
Charming goldtone flower stud with rhinestone converts to a dramatic drop earring when you add the flower-and-rhinestone dangle. Pierced only, with surgical steel posts. Stud, ½" wide. Dangle, ¾" long.
Reg. $11.00

SPECIAL $8.99 the set
Save $2.01

Fashion: The Silk Farm

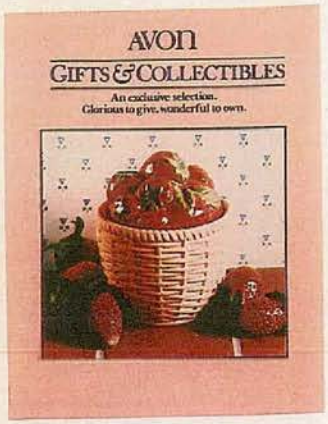
AVON-NY 051219
AV_PIPES_0062378

Ask your Representative
to show you the exciting
New Spring Edition

AVON

GIFTS & COLLECTIBLES

Check your Spring calendar. It's sure to be filled with festive occasions that call for a special gift. Bridal showers, weddings, anniversaries, graduations, end-of-school gifts for teachers and friends, birthdays and, of course, Father's Day.



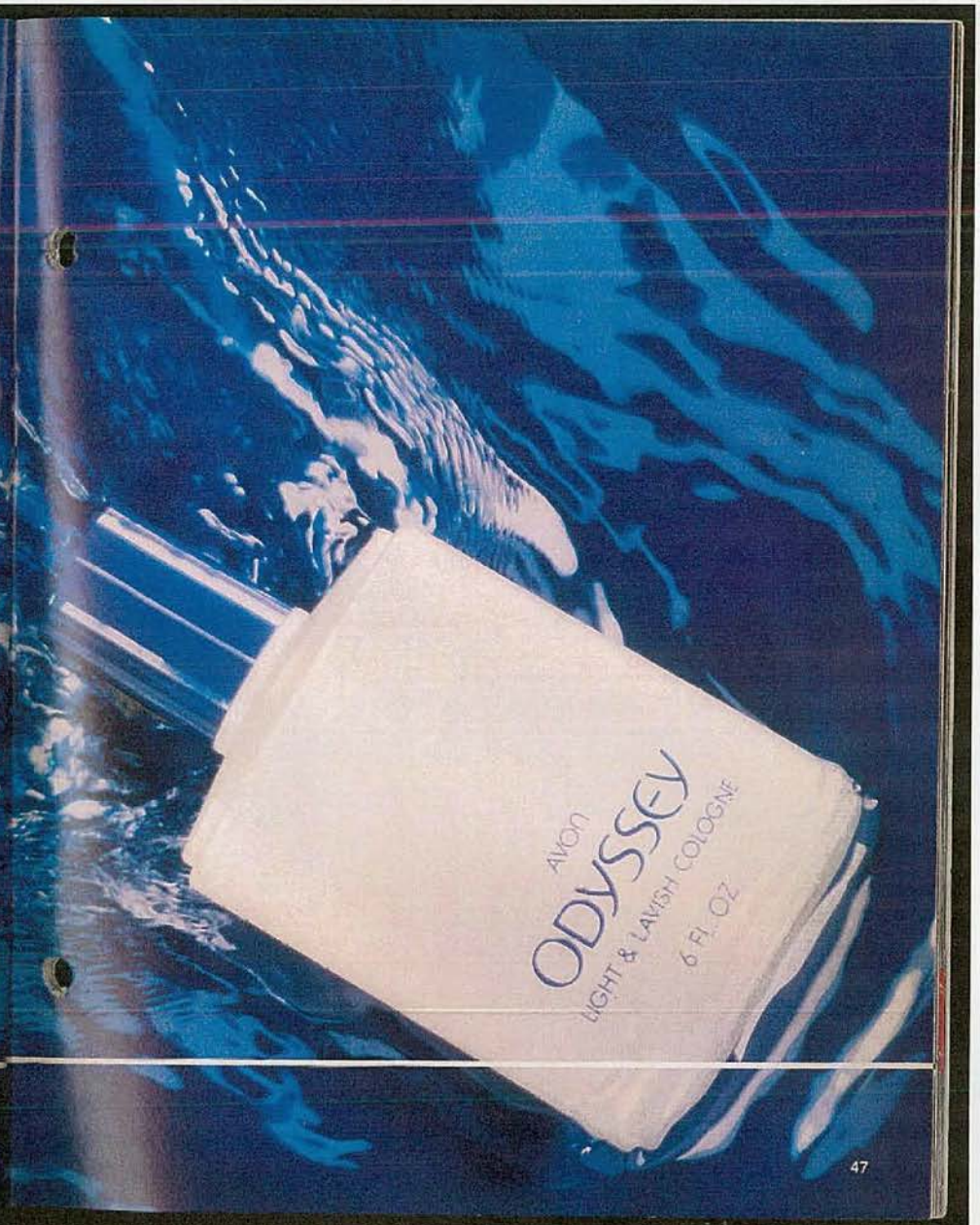
To help you find just the perfect gift, Avon's Gift Advisory Board has made a special selection for you to choose from. And to make shopping even easier for you, we've pictured them all in the new Spring Edition of Avon Gifts & Collectibles.

P.S. Be sure to check the 50% off sales on a special group of children's gifts—it's our way to help you celebrate the end of school.

AVON-NY 051220
AV_PIPES_0062379

Splash... for a fresh, fragrant Ultra lift.

Light & Lavish Cologne Keep cool with a fragrance splash that's Ultra refreshing and tingly. Choose from Pavi Elle, Candid, Timeless, Ariane, Foxfire, Odyssey. Plus Soft Musk. Each, 6 fl. oz. **Reg. $7.00**

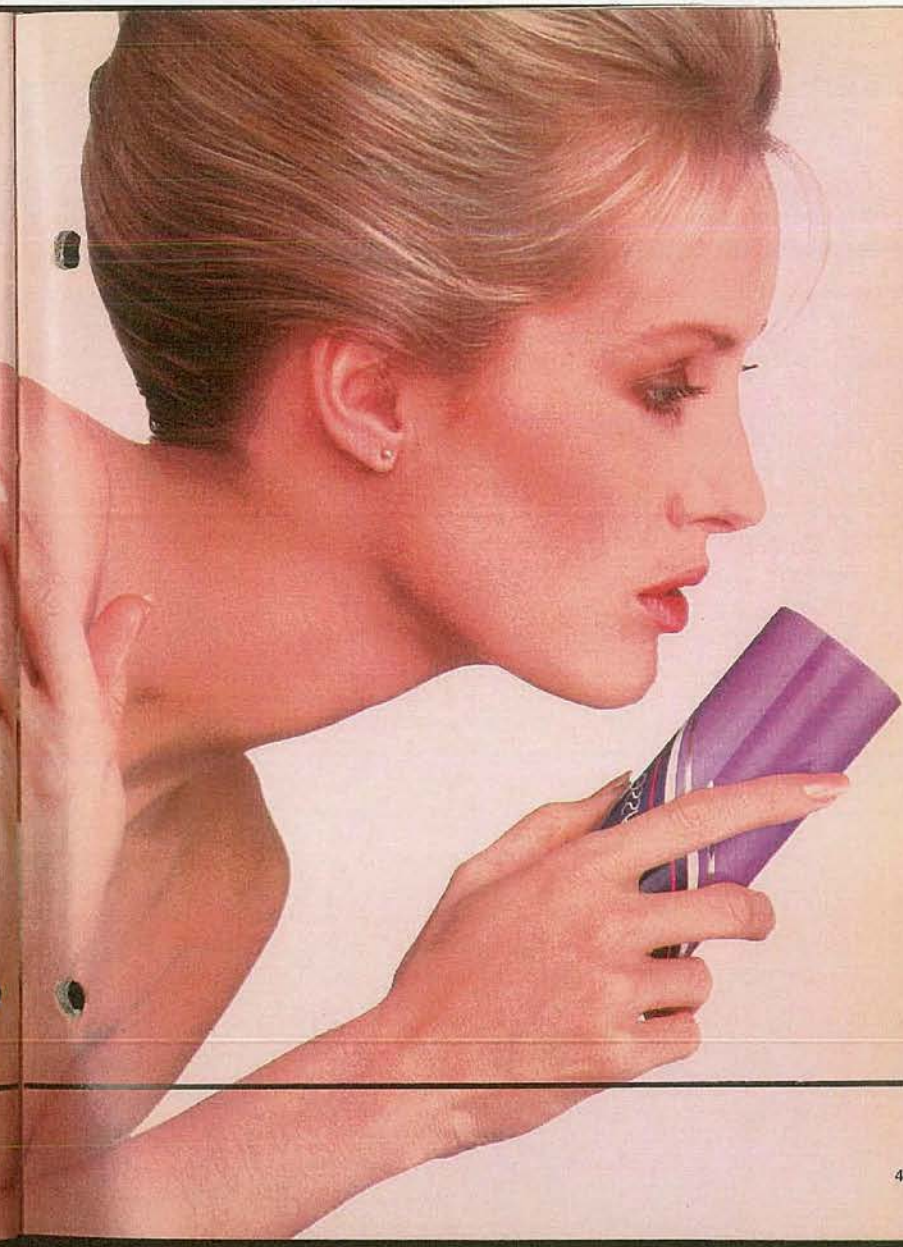


HALF PRICE $3.50 each

AVON-NY 051221
AV_PIPES_0062380

Treat your skin to the fragrant pleasure of soothing talc.

Perfumed Talc
There's nothing more delightfully pampering than the velvet touch of a fine talc scented with your favorite fragrance. At your service: Soft Musk, Moonwind, Charisma, Topaze, Occur!, Pavi Elle, Odyssey, Foxfire, Ariane, Candid, Timeless.
Each 3.5 oz. net wt. **Reg. $4.00**



HALF PRICE $2.00 each

AVON-NY 051222
AV_PIPES_0062381

Take along—for a fast, fragrant Ultra touch-up.

Ultratwist *Solid cologne in a portable and elegant case. Easy, swivel-up application. At your pleasure: Candid, Foxfire, Ariane, Odyssey, Timeless, Pavi Elle. Plus Soft Musk. Each, .05 oz. net wt.* ***Reg. $7.00***

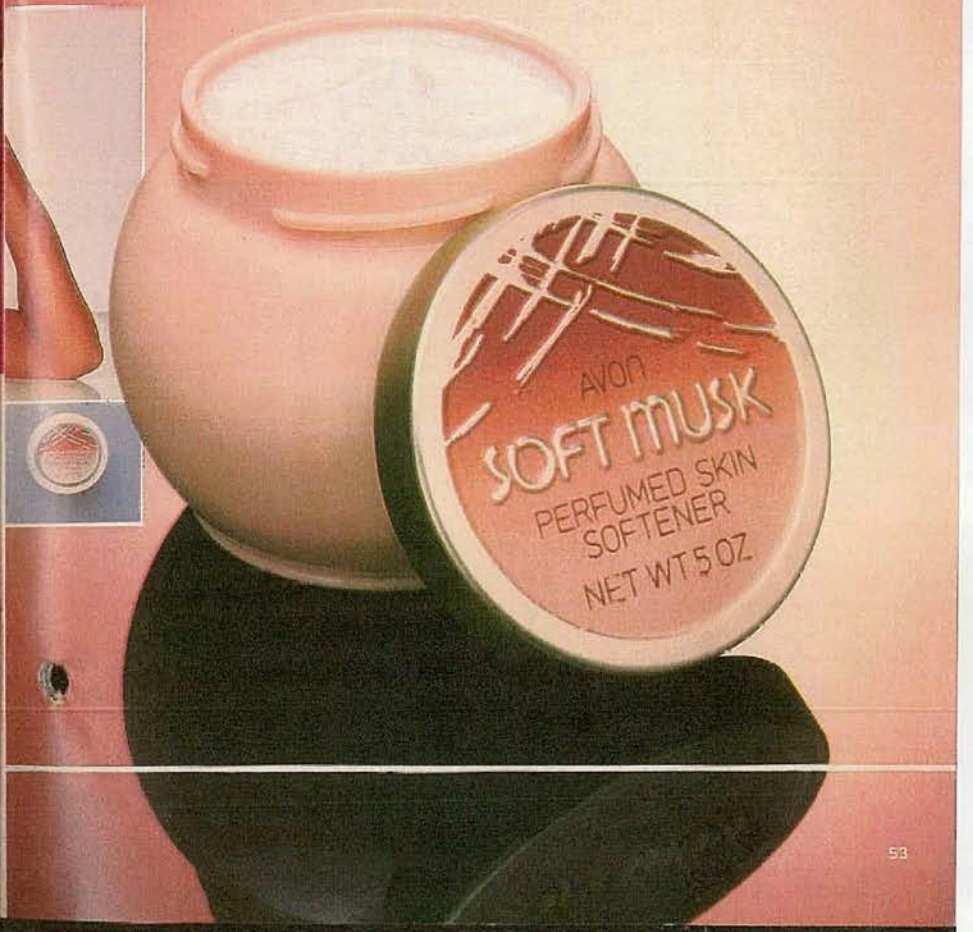
HALF PRICE $3.50 each

AVON-NY 051223
AV_PIPES_0062382

Fragrance soft and soothing, especially for rough spots.

Perfumed Skin Softener Treat your skin to the smoothing effects it deserves with this emollient-rich cream. And soften elbows, knees and heels, too. Take two at this great price and give one to a friend. Choose Occur!, Topaze, Moonwind, Charisma, Candid, Timeless, Ariane, Foxfire, Odyssey Plus Soft Musk. Each, 5 oz. net wt. **Reg. $6.50**

HALF PRICE $3.25 each



AVON-NY 051224
AV_PIPES_0062383

Topaze Moonwind Charisma Occur! Your favorite classics... in your favorite forms.

Cologne Spray *Each, 2.7 fl. oz.* ***Reg. $13.50***

SPECIAL $8.50 *each* *Save $5.00*

Silky Powderscents *Solid powder leaves skin soft, silky. A unique formula that's conveniently portable and spillproof. Each, .5 oz. net wt.* ***Reg. $5.00***

SPECIAL $3.00 *each* *Save $2.00*

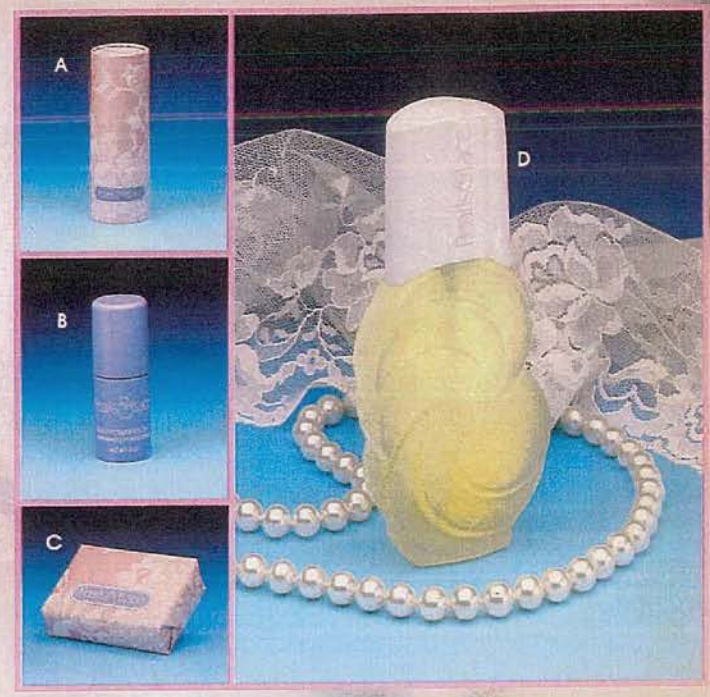
Creme Perfume *Fragrance in a light and fluffy creme base. Long-lasting, too. Each, .66 oz. net wt.* ***Reg. $6.00***

HALF PRICE $3.00 *each*

AVON-NY 051225
AV_PIPES_0062384

Pearls & Lace

A fashion classic becomes a fragrance.



A. **Soft Talc** Superfine powder blended with rare fragrance oils. 3.5 oz. net wt. **Reg.** $4.00 **$2.50**

B. **Silky Powderscents** Unique solid powder formula silkens and scents your skin. Conveniently portable and spillproof. .5 oz. net wt. **Reg.** $5.00 **$3.00**

C. **Silky Soap** A luxurious, richly scented addition to your bath. Individually wrapped bar, 3 oz. net wt. **Reg.** $3.00 **$1.75**

D. **Cologne Spray** Subtle. Touched with distinction. Uniquely feminine. 1.5 fl. oz. **Reg.** $13.50 **$7.00**

SPECIALS

Save up to $6.50

AVON-NY 051226
AV_PIPES_0062385

58

Sparkling. Romantic.

Pavi Elle

Wear it. And watch what happens.

A. Ultra Cologne Spray
Natural, nonaerosol.
1.5 fl. oz. Reg. $14.50
$9.50

B. Ultra Perfume
The most lasting, most intense Pavi Elle.
.33 fl. oz. Reg. $14.50
$10.00

C. Perfumed Soap
Fine quality bath bar.
3 oz. net wt. Reg. $3.00
$1.75

D. Moisture Touch Body Conditioner
Lightly scented solid moisturizer. 2 oz. net wt. Reg. $7.00
$5.00

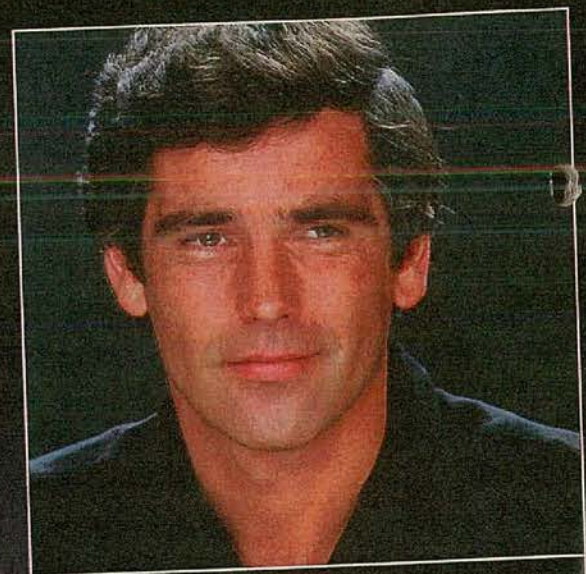
E. Ultra Cologne Spray
Very, very feminine.
1 fl. oz. Reg. $11.00
$6.50

SPECIALS

Save up to $5.00

Now you may charge it with Visa or MasterCard.

AVON-NY 051227
AV_PIPES_0062386



Shaker Talc
3.5 oz. net wt. Reg. $3.50
$2.50

After Shave Conditioner
Moisturizers soothe dry, taut skin. 4 oz. net wt.
Reg. $6.50
$4.00

Cologne Spray
3 oz. net wt. Reg. $13.50
$8.99

Men's Gift Edition Cologne
.5 fl. oz. Reg. $4.00
$3.00

SPECIALS
Save up to $4.51

There's nothing like the confidence of

BLACK SUEDE

A clean, lean, straightforward scent with a sure sense of masculinity about it.

After Shave Unusually rich and smooth. Very refreshing, too.
4 fl. oz. Reg. $11.50

HALF PRICE
$5.75

Remember Dad's Day now. June 16th.

AVON-NY 051228
AV_PIPES_0062387

CORDOVAN

A rare blend. Warm. Magnetic. Memorable.

Men's Gift Edition Cologne .5 fl. oz. Reg. $4.00 **$3.00**

After Shave Conditioner 4 oz. net wt. Reg. $6.50 **$4.00**

Talc for Men 3.5 oz. net wt. Reg. $3.50 **$2.50**

Long Lasting After Shave 2.5 fl. oz. Reg. $11.50 **$7.50**

SPECIALS Save up to $4.00

MUSK FOR MEN

Quietly compelling. Unmistakably male. Smooth and sure.

Men's Gift Edition Cologne .5 fl. oz. Reg. $4.00 **$3.00**

After Shave Conditioner 4 oz. net wt. Reg. $6.50 **$4.00**

Talc 3.5 oz. net wt. Reg. $3.50 **$2.50**

After Shave 2.8 fl. oz. Reg. $8.50 **$6.00**

SPECIALS Save up to $2.50

After Shave Conditioner
Calms irritations with moisturizers. 4 oz. net wt. Reg. $6.50
$4.00

Men's Gift Edition Cologne .5 fl. oz. Reg. $4.00
$3.00

Shaker Talc Cools and absorbs. 3.5 oz. net wt. Reg. $3.50
$2.50

SPECIALS
Save up to $2.50

WILD COUNTRY

An invigorating, bold blend with the freshness of all outdoors.

After Shave
Crisp, refreshing.
4 fl. oz. Reg. $8.50

HALF PRICE
$4.25

Remember Dad's Day now. June 16th.

AVON-NY 051229
AV_PIPES_0062388

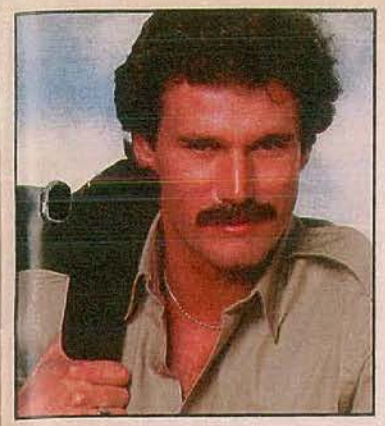
Cool Seas

The fresh, brisk, invigorating scent.

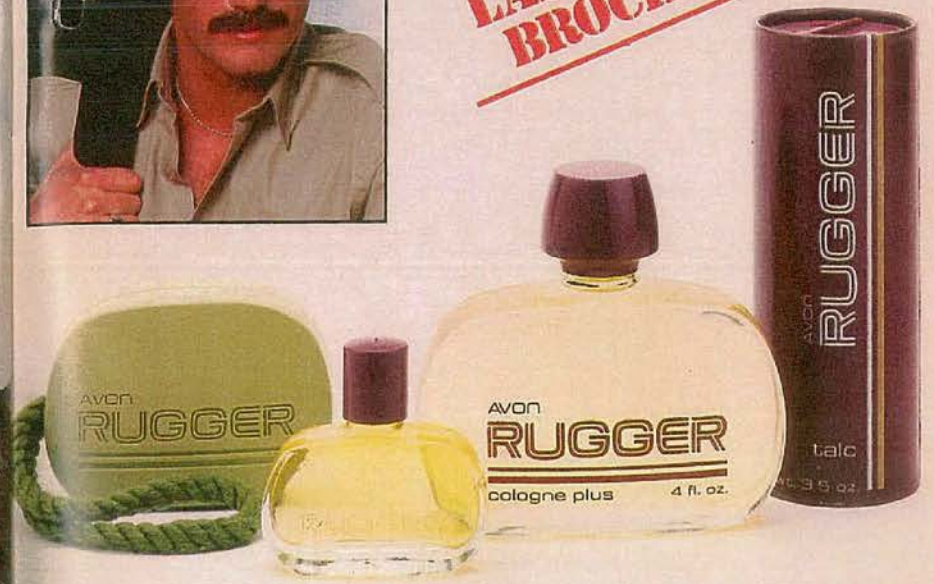
Refreshing After Shave
4 fl. oz. Reg. $5.00
$2.50

Deodorant Talc
3.5 oz. net wt. Reg. $3.50
$1.75

BOTH HALF PRICE Save up to $2.50



LAST TIME IN BROCHURE!



RUGGER

The bracing scent with protective skin-soothers for the rugged man.

Shower Soap-on-a-Rope
5 oz. net wt.
Reg. $6.00 **$4.50**

Cologne Plus Fragrance and skin-soothing emollients.
4 fl. oz. Reg. $12.50 **$8.00**

Men's Gift Edition Cologne
.5 fl. oz.
Reg. $4.00 **$2.25**

Shaker Talc 3.5 oz. net wt.
Reg. $3.50 **$2.50**

SPECIALS Save up to $4.50

Remember Dad's Day now. June 16th.

AVON-NY 051230
AV_PIPES_0062389

Sterling Silver or 14K Gold-Filled Ropechain Handsome styling that's also suitable for a woman. Small, 16"; Medium, 18"; Large, 20". **Reg. $55.00**

Special
$49.50 each
Save $5.50

Sterling Silver or 14K Gold-Filled Cobra Neckchain Sleek cobra links finely crafted for him or for her. Small, 16"; Medium, 18"; Large, 20". **Reg. $40.00**

Special
$35.00 each
Save $5.00

Sterling Silver Black Onyx Ring
A strong masculine design in a clean, bold classic. He'll treasure it always. Sizes: 7, 8, 9, 10, 11, 12, 13. **Reg. $99.00**

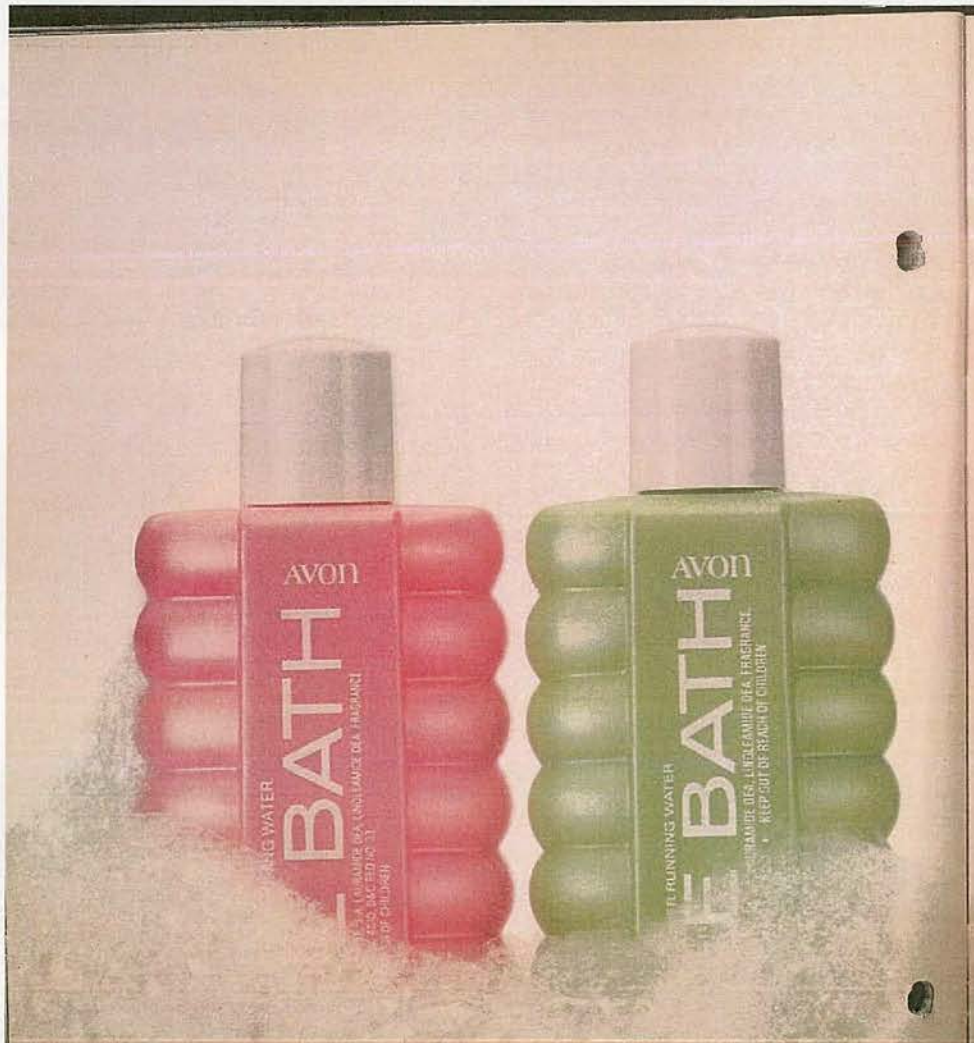
LOWEST PRICE EVER
$62.50 Save $36.50

NOW YOU MAY CHARGE IT.

VISA® MasterCard™

Remember Dad's Day now. June 16th

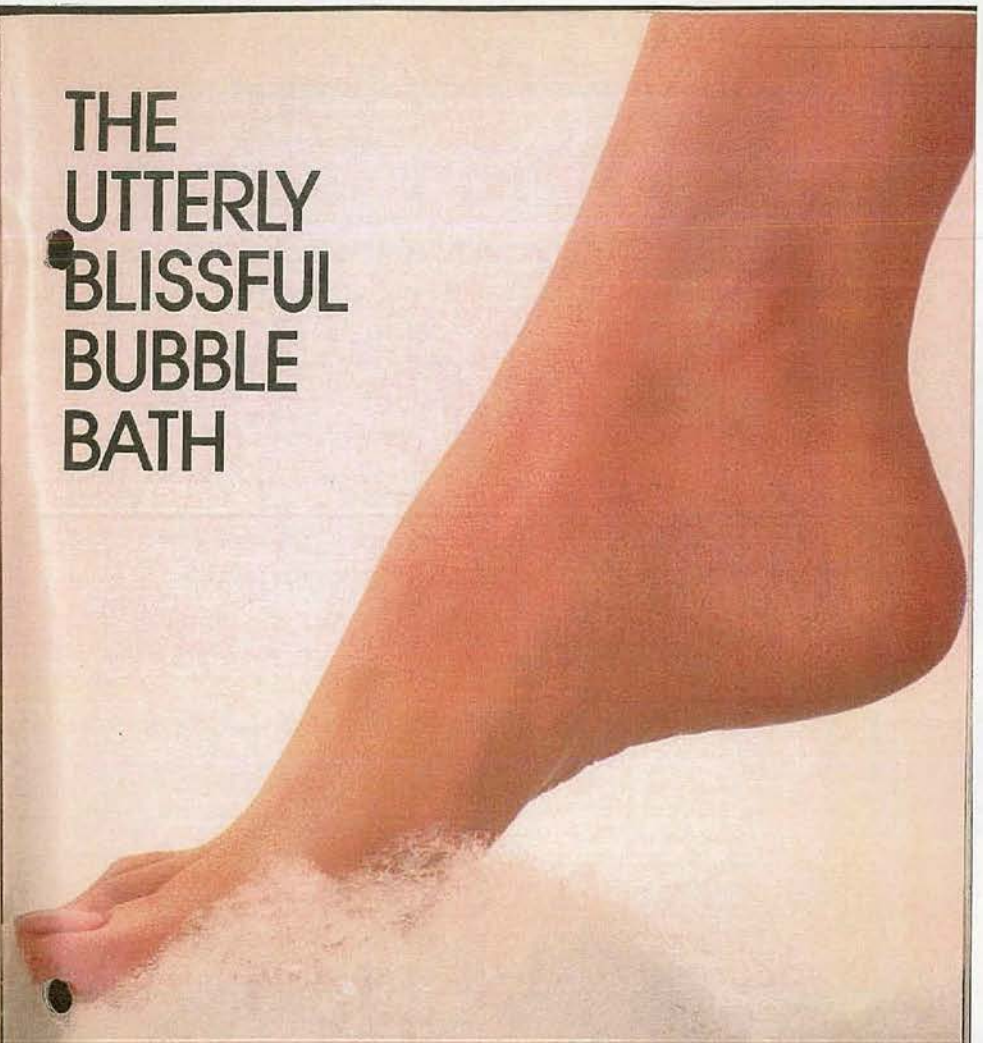
AVON-NY 051231
AV_PIPES_0062390



Bubble Bath Soft Pink Cares seem to drift away in a tub filled with billowy, floral-scented bubbles. Never leaves a bathtub ring. 16 fl. oz. **Reg. $7.00**

Bubble Bath Fresh Green Bubbly as the original. With one difference—the zesty green scent. 16 fl. oz. **Reg. $7.00**

THE UTTERLY BLISSFUL BUBBLE BATH



16 OZ. SPECIAL ~~$4.49~~ $3.99 each
Save $3.01

AVON-NY 051232
AV_PIPES_0062391

THE SMOOTHING, SOOTHING, SKIN-SOFTENING BATH.

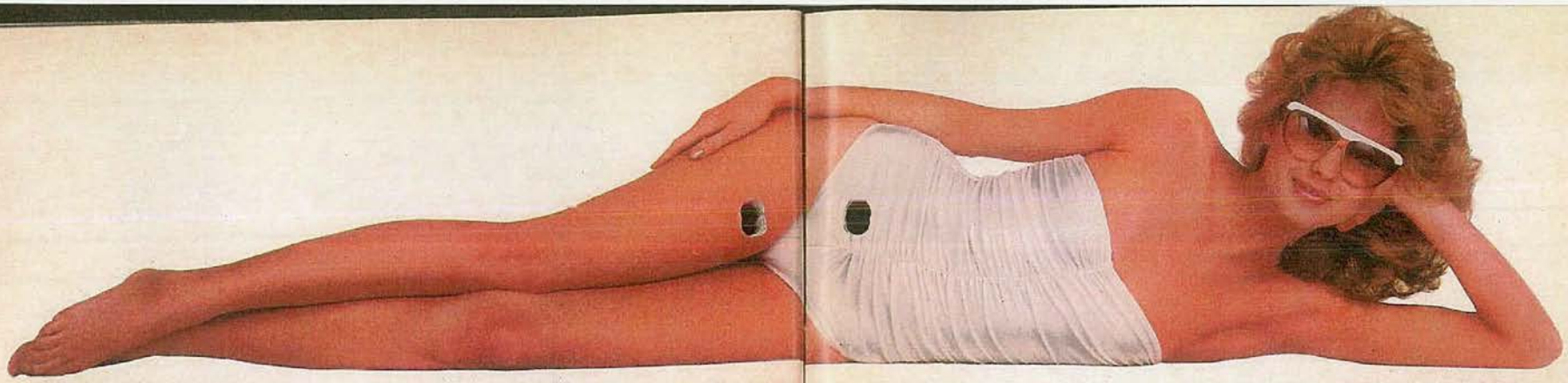
Skin-So-Soft Bath Oil Just a little in the tub softens you all over. Your skin feels smoother with every bath. 16 fl. oz. **Reg. $12.00**

Skin-So-Soft Light Bouquet Bath Oil All the skin-softening benefits of the original Skin-So-Soft but with a crisp, green fragrance. 16 fl. oz. **Reg. $12.00**

Smooth As Silk Bath Oil Body-silkening bath care for normal skin. Turns every drop of water into a lightweight moisturizer. Lightly scented. 16 fl. oz. **Reg. $12.00**

SPECIAL ~~$8.49~~ $7.99 each
Save $4.01

AVON-NY 051233
AV_PIPES_0062392



PROTECT YOUR SKIN WITH MOISTURIZERS

VITA-MOIST
to help make dry skin soft.
Hand Cream 6 oz. net wt.
Reg. $3.50 **$1.99**

Body Lotion 16 fl. oz.
Reg. $7.50 **$4.99**

Face Cream 7 oz. net wt.
Reg. $7.50 **$4.99**

RICH MOISTURE
to help keep normal skin soft.
Hand Cream 6 oz. net wt.
Reg. $3.50 **$1.99**

Body Lotion 16 fl. oz.
Reg. $7.50 **$4.99**

Face Cream 7 oz. net wt.
Reg. $7.50 **$4.99**

Silicone Glove Use before and after heavy chores.
4.5 oz. net wt.
Reg. $3.50 **$1.99**

CARE DEEPLY
Enriched with natural ingredients for dry skin.
With Cocoa Butter
Extra Creamy Lotion for Dry Skin 10 fl. oz.
Reg. $4.00 **$2.99**

Hand Cream for Dry Work Weary Hands 6 oz. net wt.
Reg. $3.00 **$1.99**

With Aloe
Extra Creamy Lotion for Dry Skin 10 fl. oz.
Reg. $4.00 **$2.99**

Hand Cream for Dry Work Weary Hands 6 oz. net wt.
Reg. $3.00 **$1.99**

Care Deeply Medicated Lip Relief Relief for sore lips; protection against cracked, chapped lips. .20 oz. net wt.
Reg. $1.79 **$1.19**

CONTROL YOUR TAN WITH SUN SEEKERS

Dark Tanning Oil—SPF 2
For skin that always tans. 4 fl. oz.
Reg. $5.00 **$2.99**

Tanning Lotion—SPF 4 Water Resistant Moderate protection formula guards against sunburn up to 40 minutes in the water.
4 fl. oz. Reg. $5.00 **$2.99**

Sunsafe Tanning Lotion—SPF 8 Water Resistant Allows skin that burns easily to tan gradually. Keeps working up to 40 minutes in the water. 4 fl. oz.
Reg. $5.50 **$3.49**

Ultra Sunsafe Tanning Lotion—SPF 15 Water Resistant For skin that always burns. Swim up to 40 minutes and still have ultra protection from sunburn.
4 fl. oz. Reg. $5.50 **$3.49**

Tan Saver Moisturizing Lotion
Minimizes peeling and flaking. Helps a tan look better longer.
4 fl. oz. Reg. $5.00 **$2.99**

ALL ON SPECIAL

Save up to $2.51

AVON-NY 051234
AV_PIPES_0062393

Hair Care

A. Naturally Gentle Shampoo with Essence of Camomile
24 fl. oz. . . $3.99 16 fl. oz. . . $2.99 8 fl. oz. . $1.99

B. Naturally Gentle Conditioner with Essence of Camomile 8 fl. oz. $1.99

AVON ALOE VERA
Contains a natural extract long known for its revitalizing and restorative benefits.

C. Shampoo 8 fl. oz. $2.49
D. Conditioner 8 fl. oz. $2.49

E. Avon Bio-Mend Hair Mending Lotion
Temporarily mends split hair shafts. 4 fl. oz $3.49

AVON NEW VITALITY PLUS NPD
Works harder where hair needs it most. Adjusts to hair's specific needs. Fortified with Natural Protein Derivative.

F. Conditioning Shampoo for Oily Hair
G. Extra Body Conditioner for Oily Hair
H. Extra Body Conditioner for Normal/Dry Hair
I. Conditioning Shampoo for Normal/Dry Hair
16 fl. oz. . . Each, $3.99 Also available: 8 fl. oz. . . $2.49
J. Blow Dry Conditioner 8 fl. oz. $2.99
K. Intensive Conditioning Treatment 6 oz. net wt. . . $2.99

CAMBRIDGE COLLECTION

L. Handled Tortoise Comb
Mock tortoiseshell with smooth edges for gentleness. 8" long. $1.99

AVON-NY 051235
AV_PIPES_0062394

Daily Needs

AVON ROOM FRESHENER
A. Hello Spring! B. Country Kitchen Spice Room Scent
C. Avon Cottage Flowers D. Normandy Rose
E. Woodland Glen.
Each, 7 oz. net wt. . . . . $2.49 each

F. Avon Cedar Closet Wardrobe Freshener
7 oz. net wt. $2.49

G. Avon Twice Bright Toothpaste
Fresh, minty flavor. 5 oz. net wt. $1.69

H. Twice Clean Precision-Angle Toothbrush
Green and blue in one box. . . . . $1.99 the pair

I. Avon Twice Clean Portable Toothbrush
Soft bristles. Blue or green. . . . . $1.99 each

J. Avon Cream Soap

K. On Duty 24 Plus Deodorant Soap

L. Avon Feelin' Fresh Deodorant Soap
Each, 3 oz. net wt. . . . . ANY 4 FOR $1.99

M. Avon Fancy Feet Double-Action Foot Soak
Softens and soothes. 3 fl. oz. $2.49

N. Clearly Gentle Baby Powder with Cornstarch
Pediatrician-tested formula helps keep baby fresh and dry. 7.5 oz. net wt. $1.99

AEROSOL ANTI-PERSPIRANT DEODORANT
O. Avon Feelin' Fresh 4 oz. net wt. $2.49
P. On Duty 24 Plus 4 oz. net wt. $2.49
Q. Cool Confidence 4 oz. net wt. $2.49

SOLID ANTI-PERSPIRANT DEODORANT
R. Cool Confidence 2 oz. net wt. $2.49
S. On Duty 24 Plus 2 oz. net wt. $2.49

ROLL-ON ANTI-PERSPIRANT DEODORANT FOR MEN
T. Wild Country U. Black Suede
V. Musk for Men W. NEW Cordovan
Each, 2 fl. oz. . . . . $1.89 each

X. Avon Checkpoint Solid Stick Deodorant
Mildly fragranced. Nonstaining. 2 oz. net wt. $1.99

Y. Avon Checkpoint Solid Stick Anti-Perspirant Deodorant Regular scent. 2 oz. net wt. $1.99

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